



Strengths

- New, high-quality development along the corridor (Hy-Vee, Walgreens, Allegiant Healthcare, etc.)
- Good highway access and connections to Downtown Omaha
- Good range of services and businesses
- Excellent schools, including Thomas Jefferson High School
- Neighborhood-serving retail, including several grocers
- Opportunities to own and develop commercial businesses
- High traffic counts and visibility on West Broadway
- City-owned properties and commitment to the corridor
- Strong anchors on the east and west, including the historic Downtown Council Bluffs



What We Heard: Strengths



Weaknesses

- Lack of places for people to spend time (nice restaurants, shops, etc.)
- Stormwater and drainage issues
- Vacant lots and properties, underutilized buildings
- Inconsistent frontage and setbacks along West Broadway
- Safety issues for pedestrians
- West Broadway is not a nice front door
- There is not a direct connection from I-29/480 onto West Broadway
- Too many car-oriented services and lots
- Multiple property owners makes development difficult
- Land uses that aren't desired by community (adult stores, billboards, motels, etc.)



What We Heard: Weaknesses



Visions and Opportunities

- Create more opportunities for restaurants, shops, housing, and entertainment in a mixed-use, walkable area
- Improve public transit to connect the corridor to Downtown Omaha, possibly along the 1st street alignment
- Provide a range of residential options, including market rate housing, condos, and townhouses
- Provide better connections and walkability for pedestrians
- Improve streetscapes with landscaping, lighting, and street furniture
- Create a common aesthetic by developing design guidelines
- Enhance the beautiful gateway
- Connect to the regional open space system of parks, trails, and amenities, especially along the Missouri River
- Create pocket parks for the corridor
- Explore making Avenue 'A' a two-way street



What We Heard: Opportunities